



Inspired Brewing®

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

CONTACT: Josh Smith

jsmith@bellsbeer.com

Bell's Brewery to release commemorative beer for 2018 Gilmore Keyboard Festival

WHAT: A new Bell's beer made in the key of hops, barley and yeast; our Golden Ale is light, drinkable and possesses a subtle complexity. This craft beer is a celebration of community, world-class music and all that has gone into making the bi-annual Gilmore Keyboard Festival a success.

WHO AND WHY: Bell's Brewery is Michigan's oldest and largest independent craft brewery. Bell's is a proud supporter of the arts in its hometown of Kalamazoo, in Michigan and beyond.

The Gilmore Keyboard Festival is a two week-long festival that brings together both local and world renowned classical and jazz musicians for performances throughout West Michigan. The festival will run from April 25 through May 12, 2018.

AVAILABILITY: This limited, specialty beer will be available while supplies last on draft and in 12 oz. bottles, packaged in 6-packs, only in the Kalamazoo-area. It will begin shipping in early-mid April for release at the beginning of the Gilmore Festival.

BEER SPECS: 5% ABV; light straw in color, low bitterness

TASTING NOTES: Crisp, clean and balanced.

ADDITIONAL INFO – UP UNTIL AND DURING THE FESTIVAL:

- **Gilmore Keyboard Festival website:** <https://www.thegilmore.org/>
- **Bell's Beer Finder:** <https://www.bellsbeer.com/beer-finder>
- **Bell's website:** <https://www.bellsbeer.com/>
- **Bell's & Gilmore social media**

Media assets available here: <http://bit.ly/2F7F7wa>

Password: gilmore

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